

Bay Area Planning Directors Association

Effective Community Engagement in the City of American Canyon

November 1, 2013

Belia Ramos Bennett · Councilmember
City of American Canyon

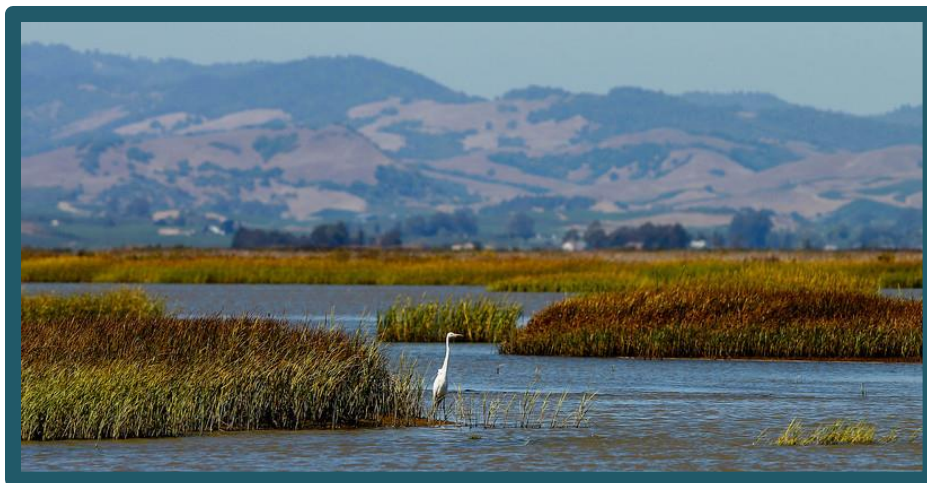
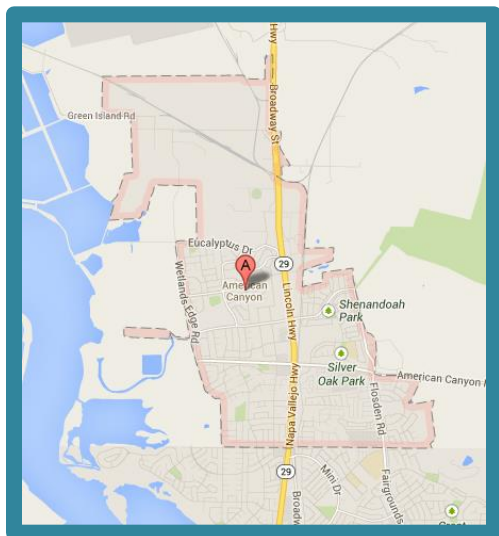
Brent Cooper, AICP · Community Development Director
City of American Canyon



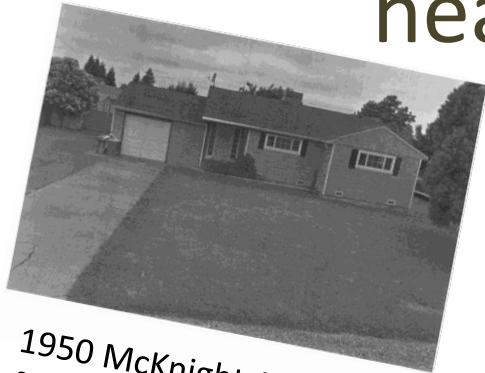


Summary of American Canyon

- Southernmost town in Napa County
- Surrounded by natural beauty of the Napa River wetlands and the foothills of the Napa Valley
- Incorporated 1992
- 6 square miles
- 20,000 residents today
- Population doubled from 2000-2010
- 25,000 residents by 2035
- Highly diverse – no ethnic majority
- Bisected by Highway 29



Volunteerism and Mutual Cooperation is the heart of American Canyon



1950 McKnight Acre
first subdivision



1955 Volunteer Fire District



1952 Volunteer Girl
Scouts, Boy Scouts, 4-H



1956 Volunteer post office at
Mid City Nursery



1956 Water District
Committee

What makes American Canyon special/unique today



Vision of American Canyon 10 years from now



What are the best methods of Outreach for Our Town?



Discover YOUR Strengths



In American Canyon...

- Outreach is not a goal but an ongoing style of governance
- Face to face meetings are critical to achieve consensus on important issues
- Our small town makes it possible to provide direct face to face communication with residents
- Open dialog will be met with respect for differing opinions
- There's room for fun and humor

Direct Action: Sponsor Volunteer Activities



"We ❤️ everyone" in American Canyon Peace March



Volunteer Post Office Painting Party
Photo: Napa Valley Register



Highway 29 Corridor
Citizens Group
Photo: Napa Valley Register



Volunteer bocce court
construction



Annual Volunteer recognition ball



Community Wide Yard sale
Photo: Napa Valley Register

Active Participation in Community Events



State of the City presentation at the Chamber of Commerce business roundtable



Kiwanis Crab Feed
Photo: Napa Valley Register



National Night Out



Diwali Celebration
Photo: Vallejo Times Herald
Spring Holi Festival



4th of July Parade



Relay for Life
Photo: Napa Valley Register

Everyone is part of a Focus Group

Citywide Visioning Focus Group List

24 Venues:

- Mom's Club
- Mobilehome Parks
- Park Events
- Sport Events
- Commissions
- Religious Organizations
- Nonprofit Organizations
- Summer Camp
- 4th of July



Outreach Venue	Date
Healthy People Healthy Planet	5/11/2013
Mobilehome & Apt Manager's Association	6/27/2013
Fourth of July	7/4/2013
Mom's Club	7/10/2013
Swimming Lessons	7/16/2013
Summer Camp (Kids)	7/17/2013
Parks & Community Services Commission	7/18/2013
Movies at the Park	7/19/2013
Senior Center	7/19/2013
Summer Camp (Parents)	7/19/2013
Water Carnival	7/20/2013
Basketball	7/20/2013
American Canyon Youth Football (ACYF) Parents Meeting	7/24/2013
American Canyon Chamber of Commerce	7/24/2013
Lions Club	8/5/2013
Family Resource Center	8/6/2013
Kiwanis Board	8/7/2013
Open Space Advisory Committee	8/14/2013
Chamber Mixer	8/21/2013
The Planning Commission	8/22/2013
Las Casitas Mobilehome Park	9/5/2013
AYSO Opening Day	9/7/2013
Napa-Olympia Mobilehome Park	9/9/2013
American Canyon Community Church	9/15/2013
Total Number of Outreach Venues	24

Our residents are tech *savvy*

Laserfiche[®]
Run SmarterSM



SurveyMonkey






The Constant Contact logo icon, which is a stylized envelope with a blue outline and a yellow and orange checkered pattern on the left side.
Constant Contact[®]







Information Brochures... with a difference

WHAT IS ACCEPTABLE


The following signs can be displayed and/or repaired without a permit:

-  A-Frame Signs that don't block the sidewalk and are not placed next to Hwy 29
-  Holiday lights with no commercial message
-  Signs inside stores that cannot be seen outside the store

WHAT IS PROHIBITED

-  Sign Waver
-  Signs on street or utility poles
-  Pole Signs
-  T-Frame Signs

Gridlock got you down?
Commuter making you crazy?
Traffic making you tired?



What's your vision?

The City is beginning a very exciting Community Vision process and we want your input!

What makes American Canyon unique?
What do YOU want American Canyon to be in 5-10 yrs?

Turn this card over and see how you can participate

Early Consultation



Encourage applicant to meet with neighbors **before** application is submitted



Community Workshops and Appointed Steering Committees



Letters inviting neighbors to inquire about new project near them



Individual meetings between applicant, neighbors and staff

Takeaways

- Provide as much 1-1 time with residents and business community as possible
- Meet people where they are
- Stay informed of current social media tools and outreach opportunities
- We use a wide variety of methods/media to reach our residents

Contact Information:

Belia Ramos Bennett, Councilmember

City of American Canyon

bbennett@cityofamericancanyon.org

(707) 738-8184

Brent Cooper, AICP, Community Development Director

City of American Canyon

bcooper@cityofameicancanyon.org

(707) 647-4335

A copy of the presentation will be posted at:

<http://bit.ly/HuR94I>

